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DEPARTMENT OF AGRICULTURE

WHY

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HOW

of the
SPECIAL
MILK PROGRAM

for
summer camps and
child-care institutions

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
PA-372
July 1958

WHY there's a Special Milk Program

The U. S. Department of Agriculture is interested in making more milk available to more children—to help make the best possible use of the Nation's abundance of this fine food.

To increase the consumption of milk by children in schools, the Department in 1954 inaugurated the Special Milk Program. In 1956, that program was extended to include summer camps, nursery schools, settlement houses, and other child-care institutions.

During the 4 years it has been in operation, the Special Milk Program has proved itself to be an effective way to encourage more schools and institutions to offer milk to children, and an effective way to encourage more children to drink milk.

The program has now been improved to make milk more readily available to children in summer camps, settlement houses, child-care centers, and similar institutions.

WHAT the program means to you

The Department's interest in encouraging children to drink more milk is shared by many officials of summer camps and child-care institutions—who want their children to enjoy a full share of this health-giving food.

The program, therefore, helps camp and institution officials to do what they have always wanted to do for their children—serve them more milk.

If you're interested in a nonprofit camp or a child-care institution, you will want to read this pamphlet carefully. It explains how the Special Milk Program operates in summer camps and child-care institutions. And, if you can increase the amount of fluid milk served to children in the camp or institution, this booklet tells how to apply for assistance to help finance the cost of the extra milk served to children.

HOW you can use more milk

The objective of the Special Milk Program is to increase milk consumption by children. And camps taking part in the program have found a wealth of ways in which they can encourage children to drink more milk. Here are some of the plans that have worked:

- Some camps have started serving milk to children, when they had not previously been doing so. City playground and recreational programs, especially, have an opportunity to increase the use of milk by children in this way.
- Some camps are serving fluid whole milk to children at an additional meal—a third meal, for example, when they had been serving it only at two.
- Some camps are serving an afternoon or evening “pick-up” snack—with milk, of course.
- Some camps serve extra fluid whole milk at meals—many children can drink more than the usual half pint of milk.
- Some camps (including those which operate on a “total cost of the camp” or “tuition” system) offer the children opportunity to buy milk at a reduced price, whenever they choose.
- Some camps are using fluid whole milk, in place of some other beverages they had been offering to children.

These are some of the ways that camps have found it possible to increase milk consumption, through use of this program. But these are not by any means a complete outline of the possible ways of using more milk. The program has intentionally been planned to be completely flexible, so that it can be adapted to fit a wide variety of local uses.

The program leaves it up to you—the local sponsors—to decide when and how the extra milk is to be offered to the children.

HOW the program works for you

Because of the wide variety of types of summer camps and institutions, there is a correspondingly wide variety of ways in which they can serve more milk to children. Therefore, the opportunities to increase milk consumption vary widely.

Some camps and institutions sell milk to children at a specific price per half pint. Others—the more general practice in camps and institutions—charge the children a certain amount by

the day or week or month, and provide the milk, meals, and all other services as part of that one charge.

How your camp operates determines how the program can help you.

1. If you sell milk to children as a separately priced item:

The most direct way to increase milk consumption by children—the aim of the Special Milk Program—is to lower the price of milk to them.

Therefore, the Department has established a system of reimbursement payments to enable camps and institutions to sell milk to children at a reduced price. They may receive up to 3 cents reimbursement for each half pint of milk they serve to children.

This is the *maximum rate*. If you sell milk as a separately priced item, the exact amount of reimbursement paid to you depends on the price you pay for the milk, the price at which you sell it to the children, and the cost of handling the milk in your camp or institution. Generally, that "handling cost" should be 1 cent or less per half pint.

At the end of the month, you submit a claim for reimbursement which reports the number of half pints of milk you have sold to children at the reduced price, and the amount of reimbursement that is due you.

2. If milk is provided as part of a complete service fee:

Many summer camps and institutions do not charge children separately for each half pint of milk they drink. Instead, they find it more practical to combine all services provided, and to charge a set rate for the entire camping period or period of scheduled activity.

If that's your form of operation, here is how the program will work for you:

When you make your application to take part in the program, you will submit for approval your plan of specific methods and practices by which you intend to increase milk consumption by children. When and if your application is approved, your camp or institution will be reimbursed at a rate of 2 cents for every half pint of milk that is served to children.

At the end of each month, you submit your monthly claim for reimbursement. That claim will show how much milk you actually served to children, and the amount of reimbursement that is due you.

WHO is eligible to take part

A wide variety of organizations are eligible to take part in the Special Milk Program. Some are nonprofit institutions that serve preschool children or children who are not able to attend regular schools. Others are institutions, such as neighborhood houses or summer camps, which serve children of school age when schools are not in session.

Summer camps include almost all types of organized activity conducted for children during the summertime. They include nonprofit camps operated by boys' and girls' clubs, civic or church groups, and by organizations such as the Boy and Girl Scouts, 4-H Clubs, Campfire Girls, etc.

They include the fresh-air camps some organizations sponsor to give underprivileged city youngsters a vacation in the country. They also include organized recreational programs conducted at community playgrounds and parks—whether they are sponsored by the local government, some civic organization, or some other nonprofit sponsor.

HOW to apply for the program

Nationally, the Special Milk Program is administered by the Agricultural Marketing Service of the U. S. Department of Agriculture. In most of the States, the program is administered in summer camps and other child-care institutions by the State's educational agency.

Interested sponsors in the following States should make application directly to their State Educational Agency, at their State capital:

Alaska	Massachusetts
California	Minnesota
Colorado	Mississippi
Connecticut	New Mexico
District of Columbia	North Carolina
Georgia	Oklahoma
Illinois	Pennsylvania
Indiana	Rhode Island
Kansas	South Dakota
Kentucky	Vermont
Louisiana	Wyoming

In a few States, the program is handled for summer camps and child-care institutions by some other State agency. Interested sponsors in the following States should apply to the agency listed:

Delaware.....	Delaware State Hospital, Farnhurst, Del.
Maryland.....	Department of Budget and Procurement, Baltimore, Md.
New York.....	State Division of Standards and Purchase, Albany, N. Y.
Ohio.....	State Department of Public Welfare, Columbus, Ohio.
South Carolina....	Dairy Commission, 1015 Main Street, Columbia 1, S. C.
Tennessee.....	State Department of Agriculture, Nashville, Tenn.
Utah.....	State of Utah Department of Public Welfare, Salt Lake City, Utah.

In other States, the program is handled for summer camps and child-care institutions directly by the U. S. Department of Agriculture. Interested sponsors in the following States should apply to the Department office listed:

Northeast:

Maine	Food Distribution Division
New Hampshire	Agricultural Marketing Service
New Jersey	U. S. Department of Agriculture
West Virginia	139 Centre Street New York 13, N. Y.

Southeast:

Alabama	Food Distribution Division
Florida	Agricultural Marketing Service
Virginia	U. S. Department of Agriculture 50 Seventh Street NE. Atlanta 23, Ga.

Midwest:

Iowa	Food Distribution Division
Michigan	Agricultural Marketing Service
Missouri	U. S. Department of Agriculture
Nebraska	431 South Dearborn Street
North Dakota	Chicago 5, Ill.
Wisconsin	

Southwest:

Arkansas	Food Distribution Division
Texas	Agricultural Marketing Service U. S. Department of Agriculture 500 South Ervay Street Dallas 1, Tex.

Western:

Arizona	Food Distribution Division
Hawaii	Agricultural Marketing Service
Idaho	U. S. Department of Agriculture
Montana	630 Sansome Street
Nevada	San Francisco, Calif.
Oregon	
Washington	

This publication supersedes PA 334, "The Special Milk Program for Summer Camps and Similar Child-Care Institutions."

